

The Advisory Action asserts that "these arguments are contradictory, since the first is the Applicant's motivation for combining the inventions." Further, the Advisory Action asserts that making 90° bends in projector cooling air duct work is well known. This assertion relies on column 6, lines 62-67 of Takamatsu for a teaching that a duct can be bent.

However, the cited portion of Takamatsu merely discloses that the attachment direction of the fan can be changed for changing exhaust direction, which does not mean that the duct itself can be bent. Thus, the assertion is improper because it relies upon the present application for showing a motivation to combine Shiraishi with Takamatsu. Accordingly, Applicants respectfully submit that the Office Action has not established a *prima facie* case of obviousness and that the rejection under 35 U.S.C. §103(a) should be withdrawn.

Favorable reconsideration and prompt allowance of the application is earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Date: June 4, 2003

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